



## Schools, distributors and farmers to get funding for local food technical assistance

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MADISON –Seventeen Wisconsin schools, farms and food distributors will get one-on-one professional help to expand local markets, improve profitability and increase the amount of local food going in to local markets. The Buy Local, Buy Wisconsin program at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) worked with Transform Wisconsin to administer awards totaling \$47,000 to three food distributors, six schools or school districts, and eight food producers.

Recipients will use the money to pay for technical assistance to improve business practices and profitability. For the distributors, for example, that could include hiring consultants to write business plans and forecasting models, training staff in best practices and developing protocols for food handling. Many of the school districts will hire consultants or chefs to develop menus and recipes that incorporate local foods. Some districts will provide training for staff to procure and prepare fresh, seasonal produce. The farms will use the awards in many ways including hiring professionals to develop marketing plans, improving accounting practices, developing recipes, analyzing business plans and identifying new revenue-generating opportunities.

The award recipients are:

- Auburndale Food Cooperative, Wood County (distributor)
- Spring Rose Growers Cooperative, Dane County (distributor)
- Wisconsin Food Hub, Dane County (distributor)
- Aquinas Catholic Schools, La Crosse
- Highland Community School, Milwaukee
- Pulaski Community School District
- Sheboygan Area School District
- Equinox Community Farm, Waunakee
- Turtle Hill Wilds, Blanchardville
- School District of Washburn
- Campo di Bella, Mount Horeb (farm)
- Deutsch Family Farm, Osseo
- Dream Farm, Cross Plains
- Viroqua Area Schools
- Groché Organic Farms, Sumico
- Meuer Farm, Chilton
- Snug Haven Farm, Belleville

Projects are expected to be completed by October.

The money for this one-time opportunity came from Transform Wisconsin. The objectives are to increase the sale of local foods into local markets (with preference given to sales into schools), increase producers' entrances into new markets and increase the number of local suppliers for aggregators/schools. Learn more at [transformwi.com](http://transformwi.com).

DATCP's Buy Local, Buy Wisconsin program partnered with Transform Wisconsin to administer the technical assistance awards. Buy Local, Buy Wisconsin works to grow local markets for Wisconsin farmers and food processors. Learn more at [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin).